



City of San Diego

City of San Diego Corporate Partnership Program

**Citizen's Revenue Review and Economic
Competitiveness Commission**

April 8, 2010



Background

- **In 1999, the City established the Corporate Partnership Program (CPP) as a framework to identify, develop and negotiate corporate partnerships that generate revenue for the City.**
- **Generated over \$20 million to help fund critical programs, equipment, services and facilities**



Background

- **Managed by Jenny Wolff, Director of Strategic Partnerships, and supported by an outside consultant, The Pathfinder Group**
- **The Pathfinder Group is the leading municipal marketing firm in the country and has worked with Dallas, Phoenix, Portland, Austin, Atlanta and Salt Lake City on similar revenue-generating initiatives.**



Background

- **Recognized as the most successful municipal marketing program in the country and the model for other cities**
- **Featured in IEG Sponsorship Report, American City & County Magazine, The San Diego Union-Tribune, The Chicago Business Journal, and The Pittsburgh Tribune**
- **Cited by The Virginia Pilot (January 6, 2010) and The Boston Globe (February 28, 2010)**



Background

- **Serves as central coordinator for all City projects and corporate partnerships that involve marketing and advertising as well as all corporate and individual donations to the City**
- **Guided by program policies and procedures that were adopted by City Council in 2000**
- **Reports to the Chief Financial Officer who reports to the Chief Operating Officer**



Corporate Partnership Program

The Corporate Partnership Program has the following objectives:

- **To establish and guide relationships with existing and potential business partners who share the City's commitment to provide the highest quality civic environment in the City of San Diego**
- **To generate revenue to fund existing and additional facilities, projects, programs, and activities**
- **To minimize the perception that the City has become "corporatized" by limiting the number of corporate partners while maximizing the cumulative revenue from the partners**



Corporate Partnership Program

- **Sources of revenue the CPP is currently working on as well as new sources of revenue that are opportunities for the City:**
 - **Marketing Partnerships**
 - **Community Partnerships**
 - **Outdoor Advertising**



Marketing Partnerships

- **Mutually beneficial business arrangement between the City and a third party, wherein the third party provides cash and/or in-kind resources for the marketing potential associated with the City**
- **Generated over \$16 million to help fund critical programs, equipment, services and facilities**



Marketing Partnerships

- **Eleven Marketing Partnerships have been developed and implemented under the CPP:**
 - ❖ **“Official Beverage Provider” -The Pepsi Bottling Group**
 - ❖ **“Official Wireless Provider” - Verizon Wireless (2000, 2005)**
 - ❖ **“Official AED Partner” - Cardiac Science (2001, 2008)**
 - ❖ **“Official Credit Union” - San Diego Metropolitan Credit Union**
 - ❖ **“Official Vehicle Partner” - General Motors**
 - ❖ **“Official Vehicle Partner” - McCune Chrysler-Jeep**
 - ❖ **“Official Fire & Rescue Helicopter Partner” – Sunroad Enterprises**
 - ❖ **“Production Partner” – Evolution Film & Tape (2007, 2009)**



Marketing Partnerships

- **Currently working on multiple partnerships that are scheduled to close in Fiscal Year 2010 through Fiscal Year 2012 that could generate an additional \$2 million to \$5 million for the City**
- **Business categories include Maintenance Repair and Operations Supplies, Auto Parts, Electronics, Wireless, Beverage, Vehicle and Apparel**



Community Partnerships

- **An arrangement between the City and a corporation, corporate foundation, private foundation, organization and/or individual who, through their donation of money and/or resources support a specific City program, project or facility in exchange for limited recognition**



Community Partnerships

- **Millions of dollars in cash and in-kind resources have been generated through Community Partnerships. Examples include but are not limited to:**
 - ❖ **Service Authority for Freeway Emergencies -- Copter One and Copter Two**
 - ❖ **Indian Gaming Local Community Benefit Fund – Equipment for Fire and Police**
 - ❖ **Accredited Home Lenders -- Wildland Ultra XT Brush Rig**
 - ❖ **Ford Motor Company – Vehicles for the Fire Department**



Outdoor Advertising

- **Could be a significant source of revenue for the City**
- **Limited outdoor advertising on lifeguard vehicles as part of a larger partnership with two vehicle companies**
- **San Diego's biggest outdoor advertising assets are our beaches and parks. The sides of city buildings such as libraries and recreational centers are additional assets. Two and three sides kiosks and way finding structures placed on sidewalks are also assets**



Outdoor Advertising

- In order for any of these assets to be utilized to generate revenue from outdoor advertising, the sign ordinance would need to be revised, political and community support would need to come together and economic conditions would need to improve.**



Next Steps

- **CPP to prepare a memorandum outlining the opportunities and challenges of generating revenue from outdoor advertising for the Mayor and City Council**
- **City Attorney should prepare a current legal analysis on what is permissible under the current sign ordinance and what is needed to change the ordinance to allow for additional outdoor advertising**



Next Steps

- **CPP should prepare a Strategic Advertising Plan to identify the specific opportunities in detail and a plan for maximizing those opportunities for consideration by the Mayor and City Council**
- **If approved, the Strategic Advertising plan should be implemented by the CPP**



City of San Diego

A background image showing the San Diego skyline across the water, with a large white sailboat in the foreground on the right.

QUESTIONS?



Contact Information

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